MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

BMR2024 – UNDERSTANDING CONSUMER

(All sections/Groups)

10 JULY 2023
9 a.m -11 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Structured Questions (100 Marks)
Answer all questions.

QUESTION 1

a) Explain Weber's law and provides an example of how marketers apply Weber's law in practice. (5 Marks)

b) Three of the most basic principles of perceptual organization are: figure and ground, grouping, and closure. Explain each of the principles by using examples. (15 Marks)

(Total: 20 Marks)

QUESTION 2

a) Explain cognitive learning. (5 Marks)

b) Human memory structures can be divided into: sensory store, short-term store (working memory), and long-term store. Explain each of these structures and discuss how each can be used in the development of an advertising strategy. (15 Marks)

(Total: 20 Marks)

QUESTION 3

The product manager of a breakfast cereal is seeking your advice to change consumer attitudes toward the company's brand by using the following ways:

a) changing beliefs about the brand,
b) changing beliefs about competing brands,
c) changing the relative evaluation of attributes, and
d) adding an attribute.

Present to the manager on what should he do.

(Total: 20 Marks)

Continued ...

QUESTION 4

Social class adds value to marketers, who use social classification as an effective way to identify and segment target markets. Explain which of these status-related variable—occupation, education or income—is the most appropriate segmentation base for the items below:

a) Family vacations,
b) Netflix subscriptions,
c) Purchase of organic products,
d) Purchasing new models of the iPhone, and
e) Becoming a member of a 24-hour fitness center.

(Total: 20 Marks)

QUESTION 5

a) With example, explain the three (3) types of problem solving consumer used when they are making a purchase. (12 Marks)

b) Prior research suggests that a lack of complete information increases choice uncertainty and explains why a particular products is not selected. Explain two (2) strategies that consumers can adopt when they are dealing with incomplete information. (8 Marks)

(Total: 20 Marks)

End of Paper.